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Annotated Subject Index and Author/Title Index
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ANNOTATED SUBJECT INDEX 455
Advertising and Media Research 455
Attitude Theory Research 455
Brand Choice 456
Buyer Behavior 456
Channels of Distribution 457
Computer Abstracts 457
Decision Making 457
Demographic Analysis 457
Econometric Models 457
Forecasting 458
Industrial Marketing 458
Information Processing 458
Interviewing Methods 458
Marketing Management 458
Measurement 458
Measurement Abstracts 459
New Product Research 459
Organizational Buyer Behavior 459
Regression and Other Statistical Techniques 459
Retailing and Wholesaling 460
Salesforce Research 460
Sampling and Survey Methods 461
Scaling Methods 461
Segmentation Research 461
AUTHOR/TITLE INDEX 462
BOOK REVIEWS 464

ADVERTISING AND MEDIA RESEARCH

Attitude-Behavior Consistency: The Impact of Product Trial Versus Advertising, Robert E. Smith and William E. Swinyard, August, 257.

See "Attitude Theory Research"

Modeling Sales-Advertising Relationships: An Integrated Time Series–Econometric Approach, Robert P. Leone, August, 291.

Since Palda's pioneering work investigating the dynamic relationship between sales and advertising, the marketing literature has contained many articles on the topic of sales response model building. Until recently, most of these articles have reported the construction of econometric models based on time series data. Recent applications of multivariate time series extensions of the work by Box and Jenkins have shown the usefulness of this methodology in building sales response models. The author discusses the distinctions between the econometric and time series approaches and, through a multivariate time series analysis, explores the competitive environment of an industry in which advertising is the main source of competition.

Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer-Seller Negotiations: An Experiment in Media Purchasing, Scott A. Neslin and Leonard Greenhalgh, November, 368.

See "Industrial Marketing"

Perceived Attributes of Models in Prime-Time and Daytime Television Commercials: A Person Perception Approach, Dean Sharits and H. Bruce Lammers, February, 64.

See "Buyer Behavior"

Product Positioning: TRINODAL Mapping of Brand Images, Ad Images, and Consumer Preference, John W. Keon, November, 380.

See "Scaling Methods"

Recognition as a Measure of Learning from Television Commercials, Surendra N. Singh and Michael L. Rothschild, August, 235.

Recognition has not received extensive acceptance by practitioners as a response variable for learning of television commercials. The authors review some of the distinctions between recall and recognition, and some of the problems associated with each. In a laboratory experiment they developed and tested a measure of recognition useful for low involvement situations in which a recall level of learning may not be necessary. Data and implications about the usefulness and limitations of the measure are presented.

The Effects of Serial Correlation and Data Aggregation on Advertising Measurement, Doyle L. Weiss, Charles B. Weinberg, and Pierre M. Windal, August, 268.

See "Econometric Models"

ATTITUDE THEORY RESEARCH

A Further Assessment of Measurement Influences on the Intention-Behavior Relationship, Paul W. Miniard, Carl Obermiller, and Thomas J. Page, Jr., May, 206.

Warshaw has stated that low intention-behavior relationships are partially due to the lack of contextually specific intention measures and that conditional measures are more predictive than direct measures. Neither assertion is supported by the results of a study designed to examine the separate effects of these two measurement factors.

Attitude-Behavior Consistency in Children's Responses to Television Advertising, Deborah L. Roedder, Brian Sternthal, and Bobby J. Calder, November, 337.

The authors examine the conditions under which children are likely to make attitude-consistent choices in response to a television commercial. Two experiments show that children's age and the demands of the choice task are determinants of attitude-behavior consistency. These findings are discussed in terms of children's decision-making abilities and the more general issue of how attitudes are related to behavior.

Attitude-Behavior Consistency: The Impact of Product Trial Versus Advertising, Robert E. Smith and William E. Swinyard, August, 257.

Journal of Marketing Research
Vol. XX (November 1983), 455–64

The role of direct versus indirect experience in the attitude-behavior consistency issue is reviewed. Using a new communications model, the authors extend the direct/indirect experience paradigm to a common marketing scenario: product trial versus product advertising. The specific contributions of attitude strength and type of behavior are examined, and results show that when attitudes are based on trial they predict purchase very well. When attitudes are based on advertising, however, attitude-behavior consistency is significantly reduced. Implications for when attitude models should be applied in marketing research and practice are discussed.

Effects of Group Cohesiveness on Attitude Polarization and the Acquisition of Knowledge in a Strategic Planning Context, John C. Whitney and Ruth A. Smith, May, 167.

Successful implementation of a corporate strategic plan requires the support of all individuals in the organization, some of whom play different, and possibly conflicting, roles. Cohesiveness within groups that favor different sides of an issue was examined to determine its effect on attitude polarization. The findings suggest that cohesiveness can result in greater polarization, thereby impeding the successful implementation of the strategic plan. The study findings also afford insight into the attitude polarization process brought about by group interaction. The social comparison and persuasive-arguments theories, which make different predictions about this process, are not necessarily competing as has been previously suggested. The results suggest that the relative validity of the explanation offered by each theory is determined by the environment in which interaction between groups occurs. Specifically, when group cohesiveness was enhanced, information was not transmitted effectively as predicted by the persuasive-arguments theory. However, when the value of group membership was de-emphasized, an effective transmission of information occurred during intergroup discussions.

Information Availability as a Determinant of Multiple Request Effectiveness, Alice M. Tybout, Brian Sternthal, and Bobby J. Calder, August, 280.

See "Information Processing"

Selected Determinants of Consumer Satisfaction and Complaint Reports, William O. Bearden and Jesse E. Teel, February, 21.

See "Buyer Behavior"

BRAND CHOICE

A Further Assessment of Measurement Influences on the Intention-Behavior Relationship, Paul W. Miniard, Carl Obermiller, and Thomas J. Page, Jr., May, 206.

See "Attitude Theory Research"

A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process, Priscilla A. LaBarbera and David Mazursky, November, 393.

See "Buyer Behavior"

Design and Analysis of Simulated Consumer Choice or Allocation Experiments: An Approach Based on Aggregate Data, Jordan J. Louviere and George Woodworth, November, 350.

See "Econometric Models"

BUYER BEHAVIOR

A Further Assessment of Measurement Influences on the Intention-Behavior Relationship, Paul W. Miniard, Carl Obermiller, and Thomas J. Page, Jr., May, 206.

See "Attitude Theory Research"

A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process, Priscilla A. LaBarbera and David Mazursky, November, 393.

A simplified cognitive model is proposed to assess the dynamic aspect of consumer satisfaction/dissatisfaction in consecutive purchase behavior. Satisfaction is found to have a significant role in mediating intentions and actual behavior for five product classes that were analyzed in the context of a three-stage longitudinal field study. The asymmetric effect found demonstrates that repurchase of a given brand is affected by lagged intention whereas switching behavior is more sensitive to dissatisfaction with brand consumption. An attempt to predict repurchase behavior on the basis of the investigated cognitive variables yielded weak results. However, repurchase predictions were improved when the model was extended to a multipurchase setting in which prior experience with the brand was taken into account.

Analyzing Changing Consumption Patterns with Cohort Analysis, Joseph O. Rentz, Fred D. Reynolds, and Roy G. Stout, February, 12.

See "Demographic Analysis"

Attitude-Behavior Consistency in Children's Responses to Television Advertising, Deborah L. Roedder, Brian Sternthal, and Bobby J. Calder, November, 337.

See "Attitude Theory Research"

Attitude-Behavior Consistency: The Impact of Product Trial Versus Advertising, Robert E. Smith and William E. Swinyard, August, 257.

See "Attitude Theory Research"

Determinant Attributes in Retail Patronage: Seasonal, Temporal, Regional, and International Comparisons, Stephen J. Arnold, Tae H. Oum, and Douglas J. Tigert, May, 149.

See "Retailing and Wholesaling"

Information Availability as a Determinant of Multiple Request Effectiveness, Alice M. Tybout, Brian Sternthal, and Bobby J. Calder, August, 280.

See "Information Processing"

Modeling Consumer Satisfaction Processes Using Experience-Based Norms, Robert B. Woodruff, Ernest R. Cadotte, and Roger L. Jenkins, August, 296.

The authors propose to modify the basic confirmation/disconfirmation paradigm in two ways. First, expectations are replaced with experience-based norms as the standard for comparison of a brand's performance. Second, a zone of indifference is postulated as a mediator between confirmation/disconfirmation and satisfaction. Implications for future research are also presented.

Patterns of Interpersonal Information Seeking for the Purchase of a Symbolic Product, David F. Midgley, February, 74.

The author extends the research on consumer prepurchase information seeking to a product which is essentially socially symbolic rather than utilitarian. A survey of the purchasers of a fashion item was undertaken, and the data subjected to a novel cluster analytic technique. Several distinct patterns of overt search were derived and related to socioeconomic segments of individuals. The author concludes that to explain consumer information seeking it is necessary to gain a better understanding of both the motives underlying search and the risks inherent in any purchase.

Perceived Attributes of Models in Prime-Time and Daytime Television Commercials: A Person Perception Approach, Dean Sharits and H. Bruce Lammers, February, 64.

In four sessions over a two-week time period, 32 women and 32 men viewed 128 randomly selected prime-time and daytime television commercials from early 1980. In an adaptation of Schneider's person perception approach, the viewers rated the models on a set of 13 social psychological attributes which were subsequently factor analyzed into three factors: responsible-mature, social image-status, and independence. Perceptions of male and female models differed as a function of time of airing and product, but not as a function of the viewer's sex. Overall, women were not portrayed in a more negative way than men are portrayed in today's (1980) television commercials.

Selected Determinants of Consumer Satisfaction and Complaint Reports, William O. Bearden and Jesse E. Teel, February, 21.

Data obtained from 375 members of a consumer panel in a two-phase study of consumer experiences with automobile repairs and services were used to examine the antecedents and consequences of consumer satisfaction. The results support previous findings that expectations and disconfirmation are plausible determinants of satisfaction, and suggest that complaint activity may be included in satisfaction/dissatisfaction research as suggested by earlier descriptions of consumer complaining behavior.

The Accuracy of Telephone Call Data Collected by Diary Methods, John McKenzie, November, 417.

See "Sampling and Survey Methods"

CHANNELS OF DISTRIBUTION

On the Measurement of Interfirm Power in Channels of Distribution, Gary L. Frazier, May, 158.

Based in part on previous research reported in the marketing channels literature, an approach for measuring interfirm power is developed which centers on power's hypothesized sources. Within a dyadic channel relationship, the role performance of a firm in its primary channel responsibilities is seen to drive the level of the other firm's dependence in their relationship. This dependence, in turn, determines the former firm's level of power over the latter firm. Empirical results from a study in a franchise channel system are used to evaluate the reliability and construct validity of the proposed measures.

COMPUTER ABSTRACTS

DACSIG: A FORTRAN Program for Peforming Significance Tests in Discriminant Analysis Classifications, R. Darcy, J. L. Pottorf, and Mark Daniels, November, 443.

DROI: A Computer Program for Detecting Remote Points, Outliers, and Influential Observations, Jen-Hung Huang, November, 444.

GENFRIED: A Program for Analysis of Unbalanced Block Data, Cindi G. Sorosky and Gary M. Mullet, November, 444.

IASTRA: Structural Analysis of Information Acquisition Processes in Multiattribute Brand Choice, Thomas Hofacker and Ralf R. Piesold, November, 445.

IBANCOVA: A Bayesian ANCOVA Program, Roger Calantone and Cornelia Dröge, November, 446.

IDSORT: An Individual Differences Multidimensional Scaling Program for Sorting Data, Yoshio Takane, November, 447.

DECISION MAKING

Managerial Judgment in Marketing: The Concept of Expertise, Jean-Claude Larréché and Reza Moinpour, May, 110.

Judgment-based estimations often are used in marketing decision making and as inputs to decision calculus models. An evaluation of different approaches to integrating individual judgments is performed in the context of a marketing situation where the "true" values being estimated are known. Experts identified by a simple external measure of expertise are found likely to provide better estimates, followed by groups participating in a Delphi process. Experts identified by self-rated confidence and interpersonal group consensus are not found likely to provide better estimates than the average of the initial judgments of the members of a group.

DEMOGRAPHIC ANALYSIS

Analyzing Changing Consumption Patterns with Cohort Analysis, Joseph O. Rentz, Fred D. Reynolds, and Roy G. Stout, February, 12.

Cohort analysis is used to analyze the effects of aging and cohort succession on consumption of a product class. Cohort analysis is explained and a consumption study is reported. Strong cohort differences are found and age differences are opposite in direction from those found by traditional methods of analysis.

ECONOMETRIC MODELS

A Monté Carlo Simulation Study of Two Approaches for Aggregating Conjoint Data, James B. Wiley and James T. Low, November, 405.

See "Regression and Other Statistical Techniques"

A Simple Bayesian Procedure for Estimation in a Conjoint Model, Philippe Cattin, Alan E. Gelfand, and Jeffrey Danes, February, 29.

See "Regression and Other Statistical Techniques"

Attrition Bias in Econometric Models Estimated with Panel Data, Russell S. Winer, May, 177.

See "Sampling and Survey Methods"

Design and Analysis of Simulated Consumer Choice or Allocation Experiments: An Approach Based on Aggregate Data, Jordan J. Louviere and George Woodworth, November, 350.

The authors integrate concepts in conjoint analysis and discrete choice theory in econometrics to develop a new approach to the design and analysis of controlled consumer choice or resource allocation experiments. The article is concerned with estimating the parameters of conjoint-type functions from discrete choice or allocation data. Emphasis is placed upon the multinomial logit model and aggregate choice or allocation data to illustrate the concepts in a series of empirical examples ranging from simple to complex. The authors present limited external validity evidence to support the approach and make comparisons with traditional conjoint approaches.

Determinant Attributes in Retail Patronage: Seasonal, Temporal, Regional, and International Comparisons, Stephen J. Arnold, Tae H. Oum, and Douglas J. Tigert, May, 149.

See "Retailing and Wholesaling"

Evaluating the Statistical Significance of Models Developed by Stepwise Regression, Shelby H. McIntyre, David B. Montgomery, V. Srinivasan, and Barton A. Weitz, February, 1.

See "Regression and Other Statistical Techniques"

Forecasting with Diagonal Multiple Time Series Models: An Extension of Univariate Models, Shushila Umashankar and Johannes Ledolter, February, 58.

See "Forecasting"

Modeling Sales-Advertising Relationships: An Integrated Time Series–Econometric Approach, Robert P. Leone, August, 291.

See "Advertising and Media Research"

The Effects of Serial Correlation and Data Aggregation on Advertising Measurement, Doyle L. Weiss, Charles B. Weinberg, and Pierre M. Windal, August, 268.

Many annual data series for the sales of branded consumer goods exhibit marked autocorrelation which provides significant fits with lagged-variable advertising sales response models. Concern continues to be expressed that the source of such autocorrelation is not advertising efforts but spurious effects from temporal data aggregation, and some researchers have criticized advertising studies using annual data as being misleading. The authors investigate the source of autocorrelation in annual series and show that temporal data aggregation is unlikely to be the primary cause of upwardly biased estimates of the coefficient (λ) of the lagged dependent variable. Sampling and specification error are more likely causes. The authors develop the aggregate form of the brand loyal model for data aggregated over time and derive a formula to calculate the amount of autocorrelation that is induced by aggregation. They present a new estimation approach which takes into account the impact of aggregation on estimates of coefficients and the error terms of such models. They compare the effects of specification error on the estimate of λ for two well-known approximations to the aggregate function as well as for the approximation developed here.

FORECASTING

Forecasting with Diagonal Multiple Time Series Models: An Extension of Univariate Models, Shushila Umashankar and Johannes Ledolter, February, 58.

The authors discuss a special case of multiple time series models in which the autoregressive and moving average parameter matrices are diagonal. These models, called MTS-D, are appropriate if the random shocks which drive the series are only contemporaneously correlated. The flexibility and usefulness of this approach are illustrated in the context of a competitive market situation with five sales series, where individual components follow different univariate time series models. Theoretical as well as empirical justifications for expecting more precise parameter estimates are given. Forecasts from the model compare favorably with those from the univariate models.

Managerial Judgment in Marketing: The Concept of Expertise, Jean-Claude Larréché and Reza Moinpour, May, 110.
See "Decision Making"

Pre-Test-Market Models: Validation and Managerial Implications, Glen L. Urban and Gerald M. Katz, August, 221.
See "New Product Research"

INDUSTRIAL MARKETING

Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer-Seller Negotiations: An Experiment in Media Purchasing, Scott A. Neslin and Leonard Greenhalgh, November, 368.

The authors report an experimental investigation of the ability of Nash's theory of cooperative games to predict the outcomes of buyer-seller negotiations, using the purchase of media time as an example. Previous theoretical work has identified conflict, power, and influence as central elements of buyer-seller negotiations. Nash's theory provides a framework for understanding conflict resolution. A role-playing experiment tests Nash's theory, while controlling for the potential effects of situational power and negotiator influence. Results support Nash's theory.

Personal and Organizational Variables: Their Relative Effect on Reward Valences of Industrial Salespeople, Thomas N. Ingram and Danny N. Bellenger, May, 198.
See "Salesforce Research"

Supervisory Behavior, Role Stress, and the Job Satisfaction of Industrial Salespeople, R. Kenneth Teas, February, 84.
See "Salesforce Research"

INFORMATION PROCESSING

Attitude-Behavior Consistency in Children's Responses to Television Advertising, Deborah L. Roedder, Brian Sternthal, and Bobby J. Calder, November, 337.
See "Attitude Theory Research"

Attitude-Behavior Consistency: The Impact of Product Trial Versus Advertising, Robert E. Smith and William E. Swinyard, August, 257.
See "Attitude Theory Research"

Information Availability as a Determinant of Multiple Request Effectiveness, Alice M. Tybout, Brian Sternthal, and Bobby J. Calder, August, 280.

Foot-in-the-door and door-in-the-face are multiple request techniques frequently used to increase behavioral compliance. However, results from experimental research indicate that these techniques may enhance, undermine, or have no effect on compliance. In the authors' research, the notion of information availability is introduced to help specify when multiple request techniques are likely to be effective. Four experiments are reported that test and support the information availability predictions.

Patterns of Interpersonal Information Seeking for the Purchase of a Symbolic Product, David F. Midgley, February, 74.
See "Buyer Behavior"

Recognition as a Measure of Learning from Television Commercials, Surendra N. Singh and Michael L. Rothschild, August, 235.
See "Advertising and Media Research"

INTERVIEWING METHODS

A Quantitative Review of Research Design Effects on Response Rates to Questionnaires, Julie Yu and Harris Cooper, February, 36.
See "Sampling and Survey Methods"

An Experimental Test of the Effects of a Monetary Incentive on Cooperation Rates and Data Collection Costs in Central-Location Interviewing, Frederick Wiseman, Marianne Schafer, and Richard Schafer, November, 439.

The authors describe an experimental study designed to determine the effects of a monetary incentive on (1) a potential respondent's decision to participate in a central-location interview, (2) that person's expressed willingness to participate in a future survey, and (3) the cost of data collection.

Improving Random Respondent Selection in Telephone Surveys, Diane O'Rourke and Johnny Blair, November, 428.
See "Sampling and Survey Methods"

MARKETING MANAGEMENT

Managerial Judgment in Marketing: The Concept of Expertise, Jean-Claude Larréché and Reza Moinpour, May, 110.
See "Decision Making"

MEASUREMENT

A Further Assessment of Measurement Influences on the Intention-Behavior Relationship, Paul W. Miniard, Carl Obermiller, and Thomas J. Page, Jr., May, 206.
See "Attitude Theory Research"

A Procedure for Measuring and Estimating Consumer Preferences Under Uncertainty, Imran S. Currim and Rakesh K. Sarin, August, 249.

The authors describe a procedure for the measurement and estimation of consumer preferences under uncertainty. Measurement aspects of vonNeumann-Morgenstern utility theory are used in conjunction with ordinary least squares estimation to assess attribute importances and consumer utility functions at the individual level. The relative efficacy of these statistically estimated functions and their algebraically derived counterparts which have appeared in the marketing literature are discussed and empirically compared. The authors also illustrate how the measurements can be used to estimate a coefficient of relative risk aversion to segment consumers on the basis of their risk attitudes toward the product category.

An Empirical Comparison of the Predictive Validity of Self-Explicated, Huber-Hybrid, Traditional Conjoint, and Hybrid Conjoint Models, Ishmael Akaah and Pradeep K. Korgaonkar, May, 187.

The authors compare the predictive validity of different types of self-explicated, Huber-hybrid, traditional conjoint, and hybrid conjoint models. The results indicate that traditional and hybrid conjoint models outperform the self-explicated and Huber-hybrid models but are comparable in predictive validity terms. A sharp drop in validity measures from calibration to validation predictions is observed for all the models except those of the self-explicated category.

Cluster Analysis in Marketing Research: Review and Suggestions for Application, Girish Punj and David W. Stewart, May, 134.
See "Segmentation Research"

Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation, V. Srinivasan, Arun K. Jain, and Naresh K. Malhotra, November, 433.

The prediction of first choice preferences by the full-profile method of conjoint analysis can be improved significantly by imposing constraints on parameters based on *a priori* knowledge of the ordering of part worths for different levels of an attribute. Constrained estimation, however, has little effect on the predictive validity of the tradeoff method because the preference judgments within rows (or columns) of tradeoff tables have largely the same role as the constraints.

On the Measurement of Interfirm Power in Channels of Distribution, Gary L. Frazier, May, 158.
See "Channels of Distribution"

Pre-Test-Market Models: Validation and Managerial Implications, Glen L. Urban and Gerald M. Katz, August, 221.
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The Effects of Serial Correlation and Data Aggregation on Advertising Measurement, Doyle L. Weiss, Charles B. Weinberg, and Pierre M. Windal, August, 268.
See "Econometric Models"

The Misuse of Repeated Measures Analysis in Marketing Research, Stephen A. LaTour and Paul W. Miniard, February, 45.
See "Regression and Other Statistical Techniques"

MEASUREMENT ABSTRACTS

Internal Consistency Reliability of King and Summers' Opinion Leadership Scale: Further Evidence, Glen Riecken and Ugur Yavas, August, 325.

NEW PRODUCT RESEARCH

A Simple Bayesian Procedure for Estimation in a Conjoint Model, Philippe Cattin, Alan E. Gelfand, and Jeffrey Danes, February, 29.
See "Regression and Other Statistical Techniques"

Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation, V. Srinivasan, Arun K. Jain, and Naresh K. Malhotra, November, 433.
See "Measurement"

Pre-Test-Market Models: Validation and Managerial Implications, Glen L. Urban and Gerald M. Katz, August, 221.

The predictive accuracy of a widely used pre-test-market model (ASSESSOR) is analyzed. The standard deviation between pre-test-market and test-market shares is 1.99 share points before adjustments for achieved awareness, distribution, and sampling and 1.12 share points after adjustment. Sixty-three percent of those products tested passed the pre-test screen and 66% of these were subsequently successful in test market. A Bayesian decision analysis model is formulated and a "typical" case shows a positive value of information. Although some conditions are identified under which a test market may be bypassed, in the authors' opinion both pre-test and test-market procedures should be used in all but exceptional situations.

ORGANIZATIONAL BUYER BEHAVIOR

Effects of Group Cohesiveness on Attitude Polarization and the Acquisition of Knowledge in a Strategic Planning Context, John C. Whitney and Ruth A. Smith, May, 167.
See "Attitude Theory Research"

Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer-Seller Negotiations: An Experiment in Media Purchasing, Scott A. Neslin and Leonard Greenhalgh, November, 368.
See "Industrial Marketing"

REGRESSION AND OTHER STATISTICAL TECHNIQUES

A Monté Carlo Simulation Study of Two Approaches for Aggregating Conjoint Data, James B. Wiley and James T. Low, November, 405.

The "simulation approach," or fraction of first choice aggregation method, is widely used for aggregating conjoint data. The authors compare preference-share estimates generated by the simulation approach with those generated by a logistic model, using identical data. The share estimates obtained by the two methods generally are equivalent, especially for conditions of greatest interest to marketers, i.e., when the objective is to estimate the share captured by the most preferred of several differentiated concepts. However, the logistic model provides more efficient estimates than does the simulation approach, and also proves to be robust to violations of its theoretical underlying distribution.

A Note on the Reliability of Certain Clustering Algorithms, G. Ray Funkhouser, February, 99.
See "Segmentation Research"

A Simple Bayesian Procedure for Estimation in a Conjoint Model, Philippe Cattin, Alan E. Gelfand, and Jeffrey Danes, February, 29.

The authors propose a simple Bayesian approach which combines self-explicated data with conjoint data for estimating individ-

ual-level conjoint models. Analytical results show that, with typical conjoint data, improvement may be expected over the estimation and prediction results obtained with ordinary least squares (OLS). The expected improvement in prediction is confirmed by pilot empirical results.

An Empirical Comparison of the Predictive Validity of Self-Explicated, Huber-Hybrid, Traditional Conjoint, and Hybrid Conjoint Models, Ishmael Akaah and Pradeep K. Korgaonkar, May, 187.
See "Measurement"

Assessing Cluster Analysis Results, T. D. Klastorin, February, 92.
The problem of statistically assessing cluster analysis results is discussed; several measures based on both within-group homogeneity and between-group heterogeneity are defined. Permutation distributions for these measures are defined and expressions are derived for easily calculating the parameters of these distributions. Using these measures and their respective distributions, one can test whether given clusters significantly differ from clusters which are randomly determined.

Attrition Bias in Econometric Models Estimated with Panel Data, Russell S. Winer, May, 177.
See "Sampling and Survey Methods"

Cluster Analysis in Marketing Research: Review and Suggestions for Application, Girish Punj and David W. Stewart, May, 134.
See "Segmentation Research"

Design and Analysis of Simulated Consumer Choice or Allocation Experiments: An Approach Based on Aggregate Data, Jordan J. Louviere and George Woodworth, November, 350.
See "Econometric Models"

Evaluating the Statistical Significance of Models Developed by Stepwise Regression, Shelby H. McIntyre, David B. Montgomery, V. Srinivasan, and Barton A. Weitz, February, 1.
Information for evaluating the statistical significance of stepwise regression models developed with a forward selection procedure is presented. Cumulative distributions of the adjusted coefficient of determination ($\bar{R}^2$) under the null hypothesis of no relationship between the dependent variable and m potential independent variables are derived from a Monté Carlo simulation study. The study design included sample sizes of 25, 50, and 100, available independent variables of 10, 20, and 40, and three criteria for including variables in the regression model. The results reveal that the biases involved in testing statistical significance by two well-known rules are very large, thus demonstrating the desirability of using the Monté Carlo cumulative $\bar{R}^2$ distributions developed by the authors. Although the results were derived under the assumption of uncorrelated predictors, the authors show that the results continue to be useful for the correlated predictor case.

Forecasting with Diagonal Multiple Time Series Models: An Extension of Univariate Models, Shushila Umashankar and Johannes Ledolter, February, 58.
See "Forecasting"

Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation, V. Srinivasan, Arun K. Jain, and Naresh K. Malhotra, November, 433.
See "Measurement"

Modeling Sales-Advertising Relationships: An Integrated Time Series–Econometric Approach, Robert P. Leone, August, 291.
See "Advertising and Media Research"

Statement of Hypotheses in the Analysis of Variance, Richard K. Burdick, August, 320.
The analysis of variance is used so frequently in marketing research that researchers are often careless in presenting the results. In particular, hypotheses of interest in the analysis are vaguely stated and the reader is given no clear definition of what is being tested. This situation commonly arises when the analysis is based on a design with unequal cell sizes. Using recent examples found in the marketing literature, the author defines several hypotheses of interest in an analysis of variance design and discusses how they are tested.

The Effects of Serial Correlation and Data Aggregation on Advertising Measurement, Doyle L. Weiss, Charles B. Weinberg, and Pierre M. Windal, August, 268.
See "Econometric Models"

The Misuse of Repeated Measures Analysis in Marketing Research, Stephen A. LaTour and Paul W. Miniard, February, 45.
The use of repeated measures or within-subjects designs has become common in marketing research. A review of articles employing such designs suggests that researchers may not fully appreciate the nature and assumptions of repeated measures analyses.

The Significance of Statistical Significance Tests in Marketing Research, Alan G. Sawyer and J. Paul Peter, May, 122.
Classical statistical significance testing is the primary method by which marketing researchers empirically test hypotheses and draw inferences about theories. The authors discuss the interpretation and value of classical statistical significance tests and suggest that classical inferential statistics may be misinterpreted and overvalued by marketing researchers in judging research results. Replication, Bayesian hypothesis testing, meta-analysis, and strong inference are examined as approaches for augmenting conventional statistical analyses.

RETAILING AND WHOLESALING

Determinant Attributes in Retail Patronage: Seasonal, Temporal, Regional, and International Comparisons, Stephen J. Arnold, Tae H. Oum, and Douglas J. Tigert, May, 149.
Determinants of retail patronage were identified and compared in a series of analyses of covariance of multinomial logit parameters. These parameters, estimated from random samples drawn from six North American and European markets over a seven-year period, revealed insignificant seasonal changes in a single market, significant changes in a single market over the seven years, and significant differences between markets and across cultures.

SALESFORCE RESEARCH

Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer-Seller Negotiations: An Experiment in Media Purchasing, Scott A. Neslin and Leonard Greenhalgh, November, 368.
See "Industrial Marketing"

Personal and Organizational Variables: Their Relative Effect on Reward Valences of Industrial Salespeople, Thomas N. Ingram and Danny N. Bellenger, May, 198.
The authors investigate the relationship between personal and organizational characteristics and the attractiveness of various rewards to industrial salespeople. Data were gathered from 241 industrial salespeople and the sales managers of 17 participating industrial firms. Of the 84 relationships examined, 18 statistically significant relationships are found between such predictor variables as age, job tenure, income level, specific self-esteem, compensation plan base, promotion opportunity rate, and recognition rate and criterion variables which are the valences for various rewards. Organizational variables are found to be more promising than personal characteristics in terms of their relationship to the attractiveness of various rewards.

Supervisory Behavior, Role Stress, and the Job Satisfaction of Industrial Salespeople, R. Kenneth Teas, February, 84.

Structural equation analysis was used to replicate and extend previous salesforce role stress research by testing hypotheses about the relationships among sales supervisory behavior, salesforce role stress, and salesforce job satisfaction. On the basis of previous research, four supervisory behavior variables were hypothesized to be related to salesforce role stress—leader consideration, initiation of structure, participation, and feedback. The results indicate sales supervisory behavior is related to salesforce perceptions of role stress. In addition, the estimates indicate role conflict, organizational communication, leader consideration, and leader initiation of structure are significant predictors of salesforce job satisfaction.

SAMPLING AND SURVEY METHODS

A Quantitative Review of Research Design Effects on Response Rates to Questionnaires, Julie Yu and Harris Cooper, February, 36.

A comprehensive literature review of techniques used to increase response rates to questionnaires was conducted. Conclusions were based on arithmetic combination of 497 response rates found in 93 journal articles. Response rates were found to be increased by personal and telephone (versus mail) surveys, either prepaid or promised incentives, nonmonetary premiums and rewards, and increasing amounts of monetary reward. Other facilitators that increased responding were preliminary notification, foot-in-the-door techniques, personalization, and followup letters. Several facilitators were found to be ineffective. An estimated magnitude of effect was calculated for each design variation.

An Examination of the Random Versus Nonrandom Nature of Item Omission, Richard M. Durand, Hugh J. Guffey, Jr., and John M. Planchon, August, 305.

Item omission in mail surveys has received little attention other than as a variable measuring response quality in questionnaire design studies. Few researchers have attempted to examine item omission as a nonrandom process. The authors re-evaluate the nature of item nonresponse and analyze item omissions within topical domains. Two independent surveys and a replication study are reported. The tendency to omit survey items is tested for generalizability across domains and between similar studies. Sociodemographic correlates are investigated and a longitudinal analysis by item is performed. The results indicate that item omission is apparently a nonrandom process at an aggregate level, but the magnitude of the relationship is weak. When the data are disaggregated by topical domain, significant systematic relationships become less apparent.

An Experimental Test of the Effects of a Monetary Incentive on Cooperation Rates and Data Collection Costs in Central-Location Interviewing, Frederick Wiseman, Marianne Schafer, and Richard Schafer, November, 439.

See "Interviewing Method"

Attrition Bias in Econometric Models Estimated with Panel Data, Russell S. Winer, May, 177.

Panel data often are used to estimate the parameters of econometric or other linear models. However, a common problem with panel data is attrition. The author demonstrates the effects of attrition on the parameters of structural econometric models estimated with panel data, and describes and empirically illustrates correction methods. Implications for the operation of panels also are discussed.

Improving Random Respondent Selection in Telephone Surveys, Diane O'Rourke and Johnny Blair, November, 428.

A split-ballot respondent selection experiment was conducted on a probability sample of Illinois residents surveyed by telephone. Respondent selection was conducted in two ways: in a random half of the 2252 households, all adults were enumerated and one was selected randomly; in the other half, household informants were asked to identify the adult in the household whose birthday was the most recent. Results indicate that the birthday method is valid and effective.

Statement of Hypotheses in the Analysis of Variance, Richard K. Burdick, August, 320.

See "Regression and Other Statistical Techniques"

The Accuracy of Telephone Call Data Collected by Diary Methods, John McKenzie, November, 417.

British Telecom has undertaken extensive investigations of response and recording biases in the context of collecting telephone call information by diary methods. Several factors are shown to influence response rates and recording accuracy; in particular, strong relationships with the level of (telephone) usage are identified.

SCALING METHODS

A Procedure for Measuring and Estimating Consumer Preferences Under Uncertainty, Imran S. Currim and Rakesh K. Sarin, August, 249.

See "Measurement"

Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation, V. Srinivasan, Arun K. Jain, and Naresh K. Malhotra, November, 433.

See "Measurement"

Product Positioning: TRINODAL Mapping of Brand Images, Ad Images, and Consumer Preference, John W. Keon, November, 380.

A new multidimensional scaling routine is introduced which is particularly appropriate for monitoring and assessing the repositioning impact of a new advertisement campaign on its brand. The advantage of this scaling routine, called TRINODAL, is that it simultaneously plots brand images, ad images, and consumer preference on a single map. Empirical examples demonstrate the technique's usefulness in providing insight to repositioning processes.

SEGMENTATION RESEARCH

A Markov Analysis of Fund-Raising Alternatives, David J. Soukup, August, 314.

The author explores the strategies of fund-raising for a nonprofit organization to maximize net income. The giving pattern of members is modeled as a Markov chain. The alternatives are evaluated using Howard's value-determination policy-improvement method and an optimum strategy is found.

A Note on the Reliability of Certain Clustering Algorithms, G. Ray Funkhouser, February, 99.

Cluster analysis is widely used in marketing research, especially in market segmentation studies. Though it is well known that cluster analysis approaches can be unreliable, the author's research suggests that unreliability may be a greater problem than has previously been suggested, especially with approaches involving large numbers of decisions about cluster membership.

Assessing Cluster Analysis Results, T. D. Klastorin, February, 92.

See "Regression and Other Statistical Techniques"

Cluster Analysis in Marketing Research: Review and Suggestions for Application, Girish Punj and David W. Stewart, May, 134.

Applications of cluster analysis to marketing problems are reviewed. Alternative methods of cluster analysis are presented and evaluated in terms of recent empirical work on their performance characteristics. A two-stage cluster analysis methodology is recommended: preliminary identification of clusters via Ward's min-

imum variance method or simple average linkage, followed by cluster refinement by an iterative partitioning procedure. Issues and problems related to the use and validation of cluster analytic methods are discussed.

Patterns of Interpersonal Information Seeking for the Purchase of a Symbolic Product, David F. Midgley, February, 74.
See "Buyer Behavior"

AUTHOR/TITLE INDEX*

AKAAH, ISHMAEL and PRADEEP K. KORGAONKAR, An Empirical Comparison of the Predictive Validity of Self-Explicated, Huber-Hybrid, Traditional Conjoint, and Hybrid Conjoint Models, May, 187.
ALBAUM, GERALD, Recent Marketing Research Texts: A Comparative Review, February, 103, r.
ARNOLD, STEPHEN J., TAE H. OUM, and DOUGLAS J. TIGERT, Determinant Attributes in Retail Patronage: Seasonal, Temporal, Regional, and International Comparisons, May, 149.

BEARDEN, WILLIAM O. and JESSE E. TEEL, Selected Determinants of Consumer Satisfaction and Complaint Reports, February, 21.
BELLENGER, DANNY N., see INGRAM.
BLAIR, JOHNNY, see O'ROURKE.
BRADFORD, JOHN W., *Interpreting Multivariate Data,* by Vic Barnett, editor; *The Foundations of Multivariate Analysis,* by Kei Takeuchi, Harvo Yanai, and Bisha Nath Murherjee, May, 213, r.
BURDICK, RICHARD K., Statement of Hypotheses in the Analysis of Variance, August, 320, n.

CADOTTE, ERNEST R., see WOODRUFF.
CALDER, BOBBY J., see ROEDDER; see TYBOUT.
CALANTONE, ROGER and CORNELIA DRÖGE, IBANCOVA: A Bayesian ANCOVA Program, November, 446, c.a.
CATTIN, PHILIPPE, ALAN E. GELFAND, and JEFFREY DANES, A Simple Bayesian Procedure for Estimation in a Conjoint Model, February, 29.
COOPER, HARRIS, see YU.
COX, ELI P., III, *Hollywood Looks at Its Audience: A Report of Film Audience Research,* by Leo A. Handel, November, 453, r.
———, *Scientific Inquiry and the Social Sciences,* by Marilyn B. Brewer and Barry E. Collins, editors, May, 218, r.
CURRIM, IMRAN S. and RAKESH K. SARIN, A Procedure for Measuring and Estimating Consumer Preferences Under Uncertainty, August, 249.

DANES, JEFFREY, see CATTIN.
DANIELS, MARK, see DARCY.
DARCY, R., J. L. POTTORF, and MARK DANIELS, DACSIG: A FORTRAN Program for Performing Significance Tests in Discriminant Analysis Classifications, November, 443, c.a.
DESHPANDE, ROHIT, A Comparative Review of Innovation Diffusion Books, August, 327, r.
DILLON, WILLIAM R., *Multivariate Statistical Analysis,* by Sam Kash Kachigan; *Topics in Applied Multivariate Analysis,* by Douglas M. Hawkins, editor; *Classifying Social Data,* by Herschel C. Hudson and Associates; November, 449, r.
DRÖGE, CORNELIA, see CALANTONE.
DURAND, RICHARD M., HUGH J. GUFFEY, JR., and JOHN M. PLANCHON, An Examination of the Random Versus Nonrandom Nature of Item Omissions, August, 305.

FRAZIER, GARY L., On the Measurement of Interfirm Power in Channels of Distribution, May, 158.
FUNKHOUSER, G. RAY, A Note on the Reliability of Certain Clustering Algorithms, February, 99, n.

GELFAND, ALAN E., see CATTIN.
GREENHALGH, LEONARD, see NESLIN.
GUFFEY, HUGH J., JR., see DURAND.

HIRSCHMAN, ELIZABETH C., *Judgement Under Uncertainty: Heuristics and Biases,* by Daniel Kahneman, Paul Slovic, and Amos Tversky, editors, May, 217, r.
HOFACKER, THOMAS and RALF R. PIESOLD, IASTRA: Structural Analysis of Information Acquisition Processes in Multiattribute Brand Choice, November, 445, c.a.
HUANG, JEN-HUNG, DROI: A Computer Program for Detecting Remote Points, Outliers, and Influential Observations, November, 444, c.a.

INGENE, CHARLES A., *Prior Information in Linear Models,* by Helge Toutenburg, August, 334, r.
INGRAM, THOMAS N. and DANNY N. BELLENGER, Personal and Organizational Variables: Their Relative Effect on Reward Valences of Industrial Salespeople, May, 198, n.

JAIN, ARUN K., see SRINIVASAN.
JENKINS, ROGER L., see WOODRUFF.

KATZ, GERALD M., see URBAN.
KEON, JOHN W., Product Positioning: TRINODAL Mapping of Brand Images, Ad Images, and Consumer Preferences, November, 380.
KLASTORIN, T. D., Assessing Cluster Analysis Results, February, 92.
KORGAONKAR, PRADEEP K., see AKAAH.

LaBARBERA, PRISCILLA A. and DAVID MAZURSKY, A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process, November, 393.
LAMMERS, H. BRUCE, see SHARITS.
LARRÉCHÉ, JEAN-CLAUDE and REZA MOINPOUR, Managerial Judgment in Marketing: The Concept of Expertise, May, 110.
LaTOUR, STEPHEN A. and PAUL W. MINIARD, The Misuse of Repeated Measures Analysis in Marketing Research, February, 45.
LEDOLTER, JOHANNES, see UMASHANKAR.
LEONE, ROBERT P., Modeling Sales-Advertising Relationships: An Integrated Time Series–Econometric Approach, August, 291.
LINQUIST, ROGER D., *The Handbook of Forecasting: A Manager's Guide,* by Spyros Makridakis and Steven C. Wheelwright, editors, May, 217, r.
LOUVIERE, JORDAN J. and GEORGE WOODWORTH, Design and Analysis of Simulated Consumer Choice or Allocation Experi-

*Abbreviations: c.a., computer abstract; m.a., measurement abstract; n., research note; r, book review.

ments: An Approach Based on Aggregate Data, November, 350.
LOW, JAMES T., see WILEY.

MALHOTRA, NARESH K., see SRINIVASAN.
MAZURSKY, DAVID, see LaBARBERA.
McCANN, JOHN M., *Marketing Decision Models*, by Randall L. Schultz and Andris A. Zoltners, editors, November, 452, r.
McINTYRE, SHELBY H., DAVID B. MONTGOMERY, V. SRINIVASAN, and BARTON A. WEITZ, Evaluating the Statistical Significance of Models Developed by Stepwise Regression, February, 1.
McKENZIE, JOHN, The Accuracy of Telephone Call Data Collected by Diary Methods, November, 417.
MIDGLEY, DAVID F., Patterns of Interpersonal Information Seeking for the Purchase of a Symbolic Product, February, 74.
MINIARD, PAUL W., see LaTOUR.
MINIARD, PAUL W., CARL OBERMILLER, and THOMAS J. PAGE, JR., A Further Assessment of Measurement Influences on the Intention-Behavior Relationship, May, 206, n.
MOINPOUR, REZA, see LARRÉCHÉ.
MONTGOMERY, DAVID B., see McINTYRE.
MULLETT, GARY M., see SOROSKY.

NESLIN, SCOTT A. and LEONARD GREENHALGH, Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer-Seller Negotiations: An Experiment in Media Purchasing, November, 368.

OBERMILLER, CARL, see MINIARD.
O'ROURKE, DIANE and JOHNNY BLAIR, Improving Random Respondent Selection in Telephone Surveys, November, 428, n.
OUM, TAE H., see ARNOLD.

PAGE, THOMAS J., JR., see MINIARD.
PETER, J. PAUL, see SAWYER.
PIESOLD, RALF R., see HOFACKER.
PLANCHON, JOHN M., see DURAND.
POTTORF, J. L., see DARCY.
PUNJ, GIRISH and DAVID W. STEWART, Cluster Analysis in Marketing Research: Review and Suggestions for Application, May, 134.

RENTZ, JOSEPH O., FRED D. REYNOLDS, and ROY G. STOUT, Analyzing Changing Consumption Patterns with Cohort Analysis, February, 12.
REYNOLDS, FRED D., see RENTZ.
RIECKEN, GLEN and UGUR YAVAS, Internal Consistency Reliability of King and Summers' Opinion Leadership Scale: Further Evidence, August, 325, m.a.
ROEDDER, DEBORAH L., BRIAN STERNTHAL, and BOBBY J. CALDER, Attitude-Behavior Consistency in Children's Responses to Television Advertising, November, 337.
ROTHSCHILD, MICHAEL L., see SINGH.

SARIN, RAKESH K., see CURRIM.
SAWYER, ALAN G. and J. PAUL PETER, The Significance of Statistical Significance Tests in Marketing Research, May, 122.
SCHAFER, MARIANNE, see WISEMAN.
SCHAFER, RICHARD, see WISEMAN.
SHARITS, DEAN and H. BRUCE LAMMERS, Perceived Attributes of Models in Prime-Time and Daytime Television Commercials: A Person Perception Approach, February, 64.
SINGH, SURENDRA N. and MICHAEL L. ROTHSCHILD, Recognition as a Measure of Learning from Television Commercials, August, 235.
SMITH, ROBERT E. and WILLIAM R. SWINYARD, Attitude-Behavior Consistency: The Impact of Product Trial Versus Advertising, August, 257.
SMITH, RUTH A., see WHITNEY.
SOROSKY, CINDI G. and GARY M. MULLET, GENFRIED: A Program for Analysis of Unbalanced Block Data, November, 444, c.a.
SOUKUP, DAVID J., A Markov Analysis of Fund-Raising Alternatives, August, 314, n.
SRINIVASAN, V., see McINTYRE.
SRINIVASAN, V., ARUN K. JAIN, and NARESH K. MALHOTRA, Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation, November, 433, n.
STERNTHAL, BRIAN, see ROEDDER; see TYBOUT.
STEWART, DAVID W., see PUNJ.
STOUT, ROY G., see RENTZ.
SWINYARD, WILLIAM R., see SMITH.

TAKANE, YOSHIO, IDSORT: An Individual Differences Multidimensional Scaling Program for Sorting Data, November, 447, c.a.
TEAS, R. KENNETH, Supervisory Behavior, Role Stress, and the Job Satisfaction of Industrial Salespeople, February, 84.
TEEL, JESSE E., see BEARDEN.
TIGERT, DOUGLAS J., see ARNOLD.
TYBOUT, ALICE M., BRIAN STERNTHAL, and BOBBY J. CALDER, Information Availability as a Determinant of Multiple Request Effectiveness, August, 280.

UMASHANKAR, SHUSHILA and JOHANNES LEDOLTER, Forecasting with Diagonal Multiple Time Series Models: An Extension of Univariate Models, February, 58.
URBAN, GLEN L. and GERALD M. KATZ, Pre-Test-Market Models: Validation and Managerial Implications, August, 221.

WEINBERG, CHARLES B., see WEISS.
WEISS, DOYLE L., CHARLES B. WEINBERG, and PIERRE M. WINDAL, The Effects of Serial Correlation and Data Aggregation on Advertising Management, August, 268.
WEITZ, BARTON A., see McINTYRE.
WEITZ, BARTON, Call for Papers for Special Section on Competition in Marketing, May, 109.
WHITNEY, JOHN C. and RUTH A. SMITH, Effects of Group Cohesiveness on Attitude Polarization and the Acquisition of Knowledge in a Strategic Planning Context, May, 167.
WILEY, JAMES B. and JAMES T. LOW, A Monte Carlo Simulation Study of Two Approaches for Aggregating Conjoint Data, November, 405.
WINDAL, PIERRE M., see WEISS.
WINER, RUSSELL S., Attrition Bias in Econometric Models Estimated with Panel Data, May, 177.
WISEMAN, FREDERICK, MARIANNE SCHAFER, and RICHARD SCHAFER, An Experimental Test of the Effects of a Monetary Incentive on Cooperation Rates and Data Collection Costs in Central-Location Interviewing, November, 439, n.
WOODRUFF, ROBERT B., ERNEST R. CADOTTE, and ROGER L. JENKINS, Modeling Consumer Satisfaction Processes Using Experience-Based Norms, August, 296.
WOODWORTH, GEORGE, see LOUVIERE.

YAVAS, UGUR, see RIECKEN.
YU, JULIE and HARRIS COOPER, A Quantitative Review of Research Design Effects on Response Rates to Questionnaires, February, 36.

BOOK REVIEWS

BARNETT, VIC, editor, *Interpreting Multivariate Data*, John W. Bradford, May, 213.

BREWER, MARILYN B. and BARRY E. COLLINS, editors, *Scientific Inquiry and the Social Sciences*, Eli Peace Cox III, May, 218.

BROWN, LAWRENCE A., *Innovation Diffusion: A New Perspective*, Rohit Deshpande, August, 327.

COLLINS, BARRY E., see BREWER.

DODGE, H. ROBERT, SAM D. FULLERTON, and DAVID R. RINK, *Marketing Research*, Gerald Albaum, February, 103.

FULLERTON, SAM D., see DODGE.

HANDEL, LEO A., *Hollywood Looks at Its Audience: A Report of Film Audience Research*, November, 453.

HAWKINS, DOUGLAS M., editor, *Topics in Applied Multivariate Analysis*, November, 449.

HUDSON, HERSCHEL C., AND ASSOCIATES, *Classifying Social Data*, November, 449.

KACHIGAN, SAM KASH, *Multivariate Statistical Analysis*, November, 449.

KAHNEMAN, DANIEL, PAUL SLOVIC, and AMOS TVERSKY, editors, *Judgement Under Uncertainty: Heuristics and Biases*, Elizabeth C. Hirschman, May, 217.

MAKRIDAKIS, SPYROS and STEVEN C. WHEELWRIGHT, editors, *The Handbook of Forecasting: A Manager's Guide*, Roger D. Linquist, May, 217.

MURHERJEE, BISHA NATH, see TAKEUCHI.

NELSON, JAMES E., *The Practice of Marketing Research*, Gerald Albaum, February, 103.

PETERSON, ROBERT A., *Marketing Research*, Gerald Albaum, February, 103.

RINK, DAVID R., see DODGE.

ROGERS, EVERETT M., *Diffusion of Innovations*, Rohit Deshpande, August, 327.

SAHAL, DEVENDRA, *Patterns of Technological Innovation*, Rohit Deshpande, August, 327.

SCHULTZ, RANDALL L. and ANDRIS A. ZOLTNERS, editors, *Marketing Decision Models*, November, 452.

SLOVIC, PAUL, see KAHNEMAN.

TAKEUCHI, KEI, HARVO YANAI, and BISHA NATH MURHERJEE, *The Foundations of Multivariate Analysis*, John W. Bradford, May, 213.

TOUTENBURG, HELGE, *Prior Information in Linear Models*, Charles A. Ingene, August, 327.

TVERSKY, AMOS, see KAHNEMAN.

WHEELWRIGHT, STEVEN C., see MAKRIDAKIS.

YANAI, HARVO, see TAKEUCHI.

ZIKMUND, WILLIAM G., *Exploring Marketing Research*, Gerald Albaum, February, 103.

ZOLTNERS, ANDRIS A., SEE SCHULTZ.